Qualitative Insights – February 7th, 2022 – 4:00 PM

Negative Sentiment Analysis:

- There is shared displeasure from residents about the protesters carrying jerry cans past officers into the occupied area. The positive sentiment from yesterday's "raid" has stemmed due to this conversation. This has been the largest discussion of the day by far.
- Frustration is mounting over the Rideau Centre being closed as people are losing wages.
- People are becoming increasingly frustrated with the Prime Minister not addressing this situation.
- Those in favour of the convoy are saying that police cannot confiscate property without cause and a warrant in referring to the fuel.
- Some people are worried that this event will lead to the possible militarization of police in Canada.
- People are tired of the talk about jurisdiction and want results, regardless of the entity caring out the task.
- The talk about the police being on the side of the protesters is heating up again.

Incidents across Canada:

There are conversations about the success of the police services in Toronto, Quebec City, and Vancouver regarding these protests. There has been almost no mention about the number of protesters that needed to be diverted in comparison to Ottawa. There was one mention that they were only successful since they were able to witness what has transpired in Ottawa, but this is not the sentiment of the general population. The general population are just saying that what happened in Toronto, Quebec City, and Vancouver is what should have happened in Ottawa at the beginning of the protests.

Message Testing

We tested "increasing fines" to $1,000, $5,000, and $10,000 per infraction for which $1,000 came out the most positive and neutral for the OPS (zero negativity). Increasing to $5,000 has some negativity associated and $10,000 was inconclusive. The message of "lawful use of force" was inconclusive as well, but we are iterating so we can provide some insight on how this phrase would be received by the public.